

Semester V Lecture Plan

Name of the college: Government College of Arts Science & Commerce, Sanquelim						
Name of Faculty: Ms. Pritam S. Naik			Subject: Retail Management			
Paper code: CBM-302			Program/Course: T.Y.B.Com		Division:	
Academic year: 2025-26			Semester: V		Total Lectures: 60	
Course Objectives: 1. To acquaint learners with the fundamental concepts of retailing. 2. To create learner awareness on the various formats through which retail business is carried out. 3. To provide learners with an understanding on the key elements in retailing. 4. To help learners understand the importance of store design and layout for effective and efficient store management.						
Expected Course Outcome: 1. Explain basic concepts of retail life cycle, retail formats, store design and layout and the role of retailers. 2. Relate to the key elements in retailing and design strategies for retail stores. 3. Compare different types of retail store formats, store location, store design and layout as well as question the reasoning behind the choice. 4. Assess and compare different retail stores based on conceptual and experiential learning.						
Student learning outcome 1. Explain basic concepts of retail life cycle, retail formats, store design and layout and the role of retailers. 2. Relate to the key elements in retailing and design strategies for retail stores. 3. Compare different types of retail store formats, store location, store design and layout as well as question the reasoning behind the choice. 4. Assess and compare different retail stores based on conceptual and experiential learning.						
Month	Lectures From: To:	No. of lectures allotted	Topic, Subtopic to be covered	Exercise and assignments	ICT Tools	Reference books

June	23 June - 28 June 2025	2	Unit 1: Concept of Retailing, Functions of Retailer	Short note writing, retail examples	PPT, Infographic	Bajaj, Vedamani
July	30 June - 5 July 2025	4	Factors for growth of retail, Retail Life Cycle, Retail scenario (India/global), FDI, Multi-channel retailing	Group Discussion, YouTube case videos	YouTube, Diagrams	Vedamani, Gilbert
July	7 July - 12 July 2025	4	Unit 2: Concept of Retail Formats, Ownership types (Independent, Chain, Franchise, Coop)	Format chart, ownership table	PPT, Real store examples	Gopal, Madan
July	14 July - 19 July 2025	4	Merchandise-based formats (supermarkets, malls, etc.)	Fieldwork: Retail format observation	Google Forms, Real pics	Nair, Pradhan
July	21 July - 26 July 2025	4	Off-price, Factory outlets, Non-store formats (e.g., e-retail, mail order)	Assignment on types of retail	Video, Visual mapping	Gopal, Bajaj
July–Aug	28 July - 2 August 2025	4	Unit 3: Product decisions, Life cycle of merchandise, Quality, Services	Case study: Product selection in D-Mart	Life cycle graph, diagrams	Levy et al., Gilbert
August	4 August - 9 August 2025	4	Pricing: Need, Promotion, Pricing strategy	MCQ + Chart preparation	Promotion video	Levy, Gilbert
August	11 August - 16 August 2025	4	Promotion Types, Location Importance (Freestanding, CBD, Mall etc.)	Retail mapping exercise	Google Maps + Store pics	Levy, Pradhan
August	18 August - 23 August 2025	4	Retail Location Decision steps	Case analysis: Location decision (local brands)	PPT, Discussion tools	Nair, Madan
—	26 August - 1 Sep 2025	0 (Holiday week)	— Ganesh Chaturthi Holidays —	—	—	—

September	2 September - 6 September 2025	3	Unit 4: Objectives of Store Design, Exterior Design components	Store sketching activity	Sketch tool, Design videos	Bajaj, Vedamani
September	8 September - 13 September 2025	4	Interior Design elements, Store layout types (Grid, Racetrack, Freeform)	Store layout diagram practice	Layout videos, SketchUp	Pradhan, Nair
September	15 September - 20 September 2025	4	Layout Selection, Space Planning, Planogram, Visual Merchandising	Field visit: Observe local visual merchandising	Google Form, Real photos	Bajaj, Madan
September	22 September - 27 September 2025	4	Meaning & methods of display, Shoplifting prevention	Anti-shoplifting strategy sheet	Case discussion	Bajaj, Gilbert
October	29 September - 4 October 2025	3	Employee theft prevention, Revision of Unit 4	Class test	Kahoot, Mindmap	All references
October	6 October - 11 October 2025	4	Final revision of all units, Model paper solving	Quiz, Assignments, Mock viva	Google Forms, LMS	All references

Assessment Rubrics

Component	Max Marks
ISA 1	
ISA 2	
Practical	
Project	
Semester End Exam	

Ms. Pritam S. Naik
Assistant Professor in Commerce